



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, September 14, 2023 | 11:15 AM
Microsoft Teams & at 110 Watervliet Avenue

Committee Item	Responsibility
Call to Order	David Stackrow
Approve Minutes of Thursday, June 22, 2023	David Stackrow
Administrative Discussion Items	
• Community Value Survey*	Jonathan Scherzer
• Community Engagement/Media Report	Jaime Kazlo
Next Meeting: Thursday, October 19, 2023 via Microsoft Teams and 110 Watervliet Ave	
Adjourn	David Stackrow

** Additional Materials will be attached separately and/or emailed before the meeting.*

Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – June 22, 2023 at 11:15 am; Microsoft Teams & 110 Watervliet Ave

In Attendance: David Stackrow, Jayme Lahut, Mike Criscione, Peter Wohl, Jaclyn Falotico, Pat Lance, Denise Figueroa, Dan Lynch; Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Lance Zarcone, Jaime Kazlo, Emily DeVito, Jon Scherzer, Sarah Matrose, Gary Guy, Patricia Cooper, Thomas Guggisberg, Ross Farrell, Megan Quirk, Kelli Schreivogl, Vanessa Fox

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee Chair Stackrow noted that a quorum was present. Minutes from the May 25, 2023 meeting were reviewed and approved.

Administrative Discussion Items

- Jon Scherzer provided an update on our recent community value survey, which outlined how CDTA is perceived in the business community. Trans Pro interviewed more than 20 business leaders in the Capital Region. Questions centered around CDTA's relevancy in the community, how we are perceived in the community, and how our services benefit the region.
- The results of the survey were outstanding and showed that business and community leaders value CDTA and the services we provide. They acknowledge that we are an integral part of the communities we serve and would like to see that continue.
- Some areas for improvement were suggested, included providing more reduced fare services to disadvantaged or underserved populations in the community. A random survey directed towards individual households is currently underway, with results expected in the next quarter.
- Jon also provided an update on our summer services, which will begin to roll out on June 28. Includes - Saratoga Seasonal Trolley, OGS Ride the Plaza tours, the Schenectady Nature Bus, and service to Grafton Lakes State Park. These services connect our communities, especially young people who may not be able to take advantage of summer activities without the services.
- Jaime Kazlo provided the monthly earned media and community engagement report. Last month, CDTA earned 15 media placements in television and newspaper. Stories focused on the legislation to adopt Warren County into our charter so we can provide service there, coverage of our CDTA job fair held, and our involvement with several community activities.
- CDTA participated in a number of local events to highlight our work, including the Pride Parade, Juneteenth festivities in Albany and Memorial Day parades. We are assisting Schenectady County with their early voting schedule.
- Jaime outlined social media engagement and provided statistics for the last month. we saw an increase of 450 followers on our Facebook page, bringing the total number of followers to almost 7,000. Top posts included get to know the Nature Bus, and information on our merger with Warren County.
- Looking ahead, we will continue to promote service changes which took effect on June 25 and preparing for the one-year anniversary of service in Montgomery County (August).

Next Meeting

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Earned Media

August/September 2023

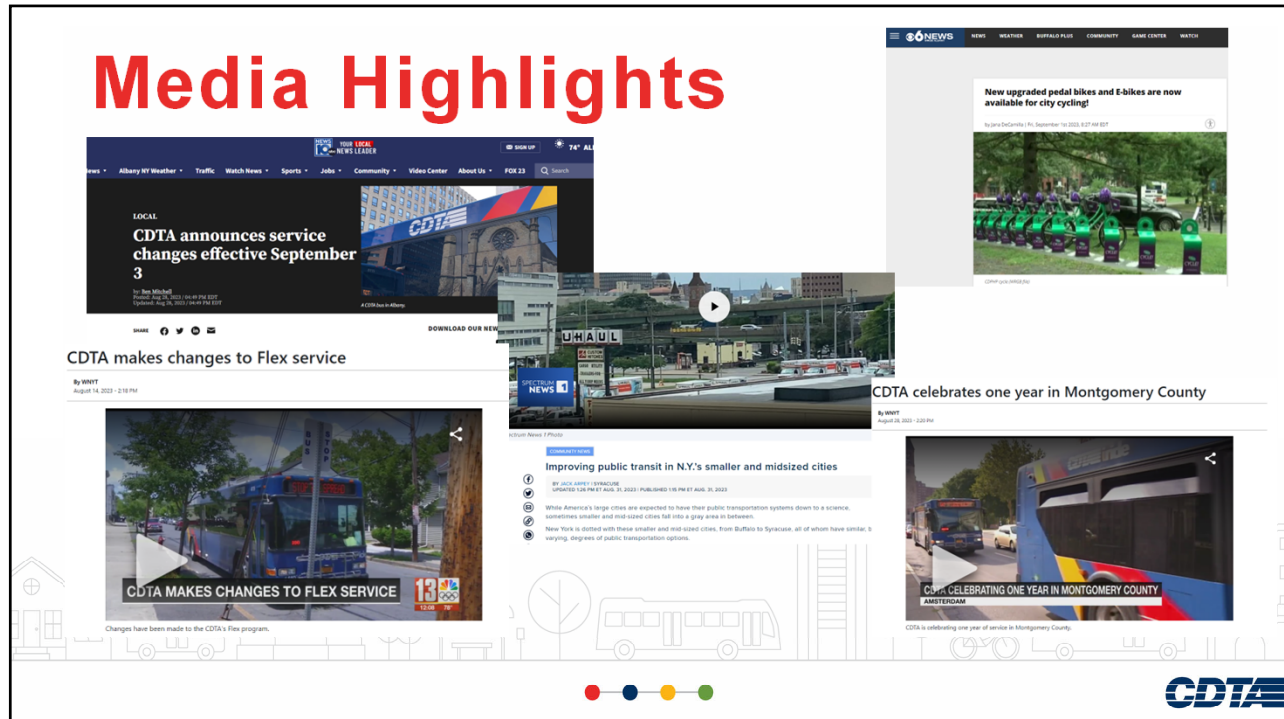
- Total Stories: 20
- Estimated Value: \$25,000






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Media Highlights



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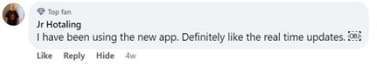
Community Engagement

- UNITE the City Event, September 9
- Italia Fest, September 9
- Carrot Festival, September 10



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August 2023 Social Media Stats

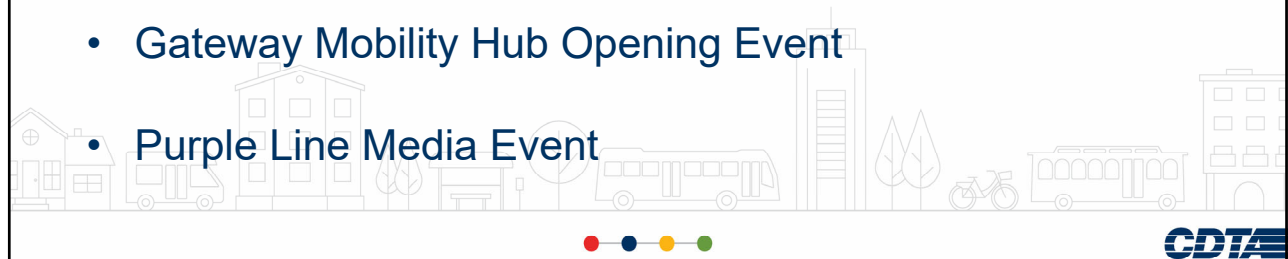
- **Follower Count**
 - Facebook: 7,039 followers
 - Instagram: 4,772 followers
 - Twitter: 4,000 followers
- **Top Posts (Primary Channel: Facebook)**
 - "How to take CDTA to Grafton" 8/3
 - Shares: **144**
 - Reach: **102,318**
 - Reactions: **172**
 - "Hop on the Nature Bus!" 8/11
 
 - "The new Navigator App is Here!" 8/10
 
- **Strategy**
 - 77 unique posts on Instagram in August
 - Engaging, shareable, visual content that emphasizes using CDTA to access community-based summer events



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Looking Ahead

- RRS naming event
- Men Wear Pink Campaign Kick Off
- Return of Fall Festival
- Gateway Mobility Hub Opening Event
- Purple Line Media Event



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